



SP257

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Victor A. Ovadia

Group Art Unit 2514 ✓

Serial No.: 08/414,281

Exmr. J. Shepperd

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GROUP 2500

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Prior Art
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Amolt B
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9-18-96

RESPONSE

In response to the Supplemental Office Action dated May 23, 1996,
please amend the above-captioned application as follows:

In the claims

Please amend the claims as follows:

17. (Twice Amended) A method of tracking customer purchasing
habits comprising:

providing a circulation medium and providing said medium with
indicia including a machine readable identification code
means;

causing said medium to be distributed to potential
users;

associating said identification code means with the
addressee of the distributed circulation medium and with

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